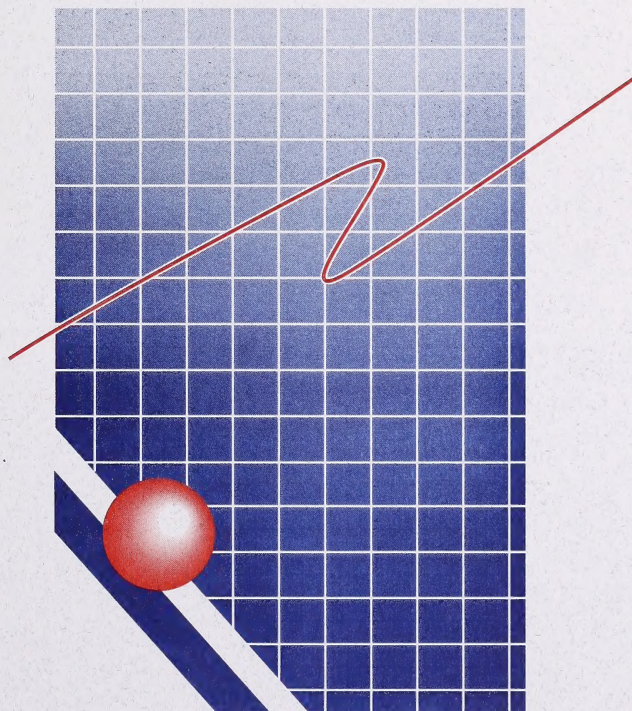


# 1991 Alberta Resident Travel Survey

Travel for Shopping







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## 1991 Alberta Resident Travel Survey Travel for Shopping

Prepared by:  
The Strategy Group  
September 1994

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# Introduction

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## About the Study

The **1991 Alberta Resident Travel Survey** was commissioned by Alberta Economic Development and Tourism to measure the current levels and patterns of travel by Alberta residents. Gallup Canada conducted the survey between January 1 and December 31, 1991.

The main objectives of the study were:

- to measure volume and expenditures of Alberta resident travellers;
- to measure the personal characteristics and travel behaviours of Alberta resident travellers.

## Study Objectives

Alberta Economic Development and Tourism has commissioned a series of reports on particular segments of the Alberta travel market, with the analysis based on the findings of the 1991 Resident Travel Survey.

The **1991 Alberta Resident Travel Survey Travel for Shopping** report focuses on trips taken within Alberta which had either grocery shopping or retail shopping as the purpose of the trip. Albertans had to either spend at least one night away from home on their trip, or travel on a day trip to a destination at least 40 km from their place of residence.

Shopping trips with a main destination outside the province are not included, unless the trip also had a main destination in Alberta or at least one night was spent in the province.

The shopping segment was divided into two sub-segments:

- regular grocery shopping; and
- other shopping (in this analysis, referred to as retail shopping).

In addition, Albertans were asked whether or not they visited West Edmonton Mall while on their trip. Those who did are discussed on page 31.

The objectives of the Shopping Travel report are:

- to profile Albertans who are shopping travellers, in qualitative and quantitative terms, in order to provide direction and insight for marketing and tourism development;
- to provide data interpretation which is easily understood and applicable to a wide variety of users.

## Further Information

A brief description of the methodology, terminology and a complete list of the Resident Travel Survey reports are contained in the Appendices. For more detailed information about Albertans who travel on shopping trips, other segment reports and the survey results, contact Alberta Economic Development and Tourism.



# Volume

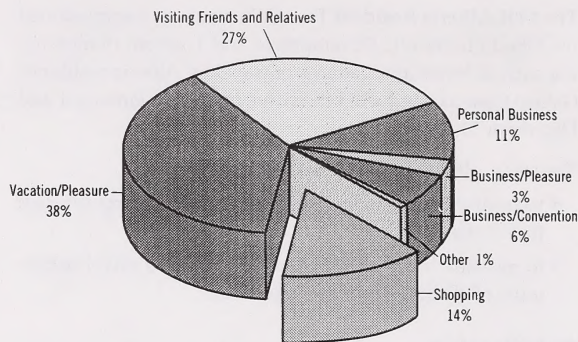
As shown in Exhibit 1, Albertans took 41.0 million person trips in 1991. Of these, 5.8 million trips (14%) had either grocery shopping or retail shopping as the primary purpose. Shopping was the main purpose for the third largest proportion of trips taken, after vacation/pleasure (38%) and visiting friends/relatives (27%).

- The majority (73%) of the 5.8 million shopping trips were retail shopping trips.

Although the traditional view of Canadian based tourism markets has not normally focused on the shopping segment, shopping trips represented 14% of all travel by Albertans. This level of travel is significant as a proportion of the total travel market, and therefore demands attention.

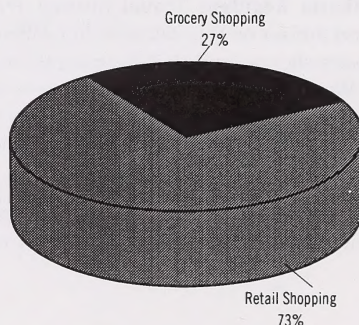
If there are opportunities to attract, detain or otherwise gain business advantage from this travel segment, it is in the interest of the Alberta tourism industry to understand the patterns, origins and activities of the segment.

**Exhibit 1: Total Resident Travel**



*n=41,040,100  
person trips*

**Exhibit 2: Resident Shopping Travel**



*n=5,801,200  
person trips*



# Travel Party Size and Composition

The average travel party size on all Albertan trips was 2.13 persons. For Albertans on shopping trips, the party size was slightly larger (2.25 persons).

- Albertans on shopping trips tended to travel in parties comprised of either two adults (39%) or one adult (29%). For all Albertan trips, regardless of the trip's purpose, most travel parties were comprised of one adult (38%) or two adults (32%).
- Albertans on shopping trips were more likely than all Albertan travellers to travel in parties comprised of adult(s) with children (27% of shopping trips, compared to 24% of all trips).
- Albertans travelling on grocery shopping trips were similar to all Albertans in their travel party composition. They were, however, less likely than all Albertan travellers to travel in parties of three or more adults.
- Albertans travelling on retail shopping trips were more likely than Albertans on grocery shopping trips to travel in parties comprised of two adults (42% versus 31%).

**Exhibit 3: Travel Party Composition**

	All Alberta Trips	All Shopping Trips
Individual	38%	29%
Two adults	32%	39%
3+ adults	7%	5%
Adult(s) with children	23%	27%
Party Trips	19,324,400	2,590,600

	Grocery Shopping Trips	Retail Shopping Trips
Individual	39%	25%
Two adults	31%	42%
3 + adults	**	6%
Adult(s) with children	28%	27%
Party Trips	750,900	1,938,700

*\*\*Data cannot be released due to small sample size.*

# Seasonality of Travel

When all trips by Albertans were studied, they were found to be spread fairly evenly across the year. With the exception of April (six per cent), each month of the year included between seven to ten per cent of all trips.

Shopping trips did not follow the profile of all Albertans' trips. Shopping trips were less likely to occur in the third quarter (July-September) (19% versus 28% of all trips) and more likely to take place in the fourth quarter (October-December) (34% of shopping trips versus 25% of all trips).

- Seventeen per cent of all shopping trips took place in December, compared to 10% of all trips.

## Grocery and retail shopping trips

One-third of all grocery shopping trips took place in the first three months of the year. Thirteen per cent\* of all trips of this type took place in January, and 14% in February. April and July were also busy months, comprising 11%\* and 12%\* of all grocery shopping trips, respectively.

Retail shopping trips tended to cluster around the fall and early winter months (38% of retail trips took place between October and December).

- Twenty-one per cent of retail shopping trips took place in December, a traditionally busy shopping month.

Exhibit 4 details the monthly pattern of all trips and all shopping trips taken by Albertans.

**Exhibit 4: Shopping Trips by Month**

Month Returned Home	All Trips	All Shopping Trips
January	10%	8%
February	8%	10%
March	7%	8%
April	6%	8%
May	8%	7%
June	8%	6%
July	10%	7%
August	10%	6%
September	8%	6%
October	8%	9%
November	7%	9%
December	10%	17%
<b>Person Trips</b>	<b>41,040,100</b>	<b>5,801,200</b>

Month Returned Home	Grocery Shopping Trips	Retail Shopping Trips
January	13%*	6%
February	14%	9%
March	6%*	9%
April	11%*	6%
May	5%*	7%
June	6%*	6%
July	12%*	6%
August	6%*	6%
September	6%*	6%
October	9%*	9%
November	9%*	8%
December	5%*	21%
<b>Person Trips</b>	<b>1,555,100</b>	<b>4,246,100</b>

\* Interpret with caution due to small sample size.



# Expenditures in Alberta

Albertans travelling in the province spent a total of \$3.19 billion in 1991. Shopping travellers accounted for \$762.5 million, or 24% of all expenditures. This means that 14% of the domestic (in-Alberta) travel market accounted for 24% of the in-province expenditures. Thus the shopping segment is a high yield one, even if the expenditures tend to be in areas indirectly related to the tourism industry.

Analysis revealed that the shopping segment's expenditure pattern does not benefit traditional tourism industry participants, but it is significantly more beneficial for the retail and grocery industries (see Exhibit 5).

- Accommodation expenditures represented only one per cent\* of shopping travellers' total expenditures, compared to seven per cent for all resident travellers.
- Expenditures on meals and refreshments were also lower for the shopping segment (eight per cent versus 17% for all travellers).
- Vehicle gas/oil/maintenance accounted for 7% of shopping trip expenditures, while for all trips this category accounted for 18% of trip expenses.
- Household grocery shopping accounted for 29% of trip expenditures by shopping travellers, versus 11% for all travellers.
- Retail purchases made by all travellers totalled 15% of their trip expenditures. Retail purchases on shopping trips accounted for 27% of expenditures on those trips.
- Albertans on shopping trips were less likely than all travellers to spend money on recreation and entertainment (2%\* of trip expenditures versus 6% for all trips).
- Retail purchases by Albertans on retail shopping trips totalled 32% of their trip expenditures. This is a much higher proportion than the 15% spent in this category on all trips.
- Albertans on retail shopping trips spent almost twice as much on regular household grocery shopping as did Albertans on all trips (19% versus 11%).
- Grocery purchases accounted for 60% of the total expenditures made by Albertans on grocery shopping trips.

Naturally, the total shopping segment's expenditures on household grocery and retail shopping were significantly higher than for all Albertan travellers (56% of all shopping trip expenditures versus 26% for all trips) (see Exhibit 5).

**Exhibit 5: Expenditures in Alberta**

Expenditure Categories	All Trips	All Shopping Trips
Accommodations <sup>1</sup>	7%	1%*
Meals and refreshments	17%	8%
Regular household grocery shopping	11%	29%
Vehicle gas, oil	18%	7%
Recreation and entertainment	6%	2%*
Retail purchases	15%	27%
Other	27%	27%
<b>Total Expenditures</b>	<b>\$3,186,740,900</b>	<b>\$762,494,000</b>

Expenditure Categories	Grocery Shopping Trips	Retail Shopping Trips
Accommodations <sup>1</sup>	**	**
Meals and refreshments	5%*	9%
Regular household grocery shopping	60%	19%
Vehicle gas, oil	7%*	8%
Recreation and entertainment	**	2%*
Retail purchases	9%*	32%
Other purchases	19%	29%
<b>Total expenditures</b>	<b>\$175,474,400</b>	<b>\$587,019,600</b>

<sup>1</sup> Accommodations includes camping fees

\* Interpret with caution due to small sample size.

\*\* Data cannot be released due to small sample size.

# Expenditures in Alberta

## Median Expenditures per Person <sup>1</sup>

On all trips, the median spending per person was \$40. On shopping trips, the median expenditure was twice that, or \$80 per person.

- The median amount spent per person on grocery shopping trips was \$85, while on retail shopping trips it was \$76.

## Other Shopping/Retail Expenditures

To realise the full impact of shopping expenditures by visitors to and within Alberta, expenditures on retail shopping by non-Albertans travelling in the province and retail expenditures by Albertans travelling in the province for purposes other than shopping should also be taken into account.

According to the **1990 Alberta Non-Resident Travel Exit Survey**, over \$85.6 million was spent in Alberta by non-Albertans whose main purpose for visiting the province was shopping. In addition, non-resident travellers visiting Alberta for purposes other than shopping spent an estimated \$105 million in the province on retail and souvenir items.

Alberta residents travelling for reasons other than shopping spent approximately \$272 million in the province on retail purchases.

Thus the additional impact of retail shopping on the Alberta economy by residents travelling for non-shopping purposes and non-resident visitors amounts to more than \$460 million (\$85.6+\$105+\$272).

That amount, added to the \$762.5 million spent by Albertans in the province while on shopping trips, makes the economic impact of all shopping trips in Alberta equal to \$1.2 billion.

## Exhibit 6: Median Expenditures per Person in Alberta<sup>1</sup>

Expenditure Categories	All trips	All Shopping Trips
Accommodation	\$55	\$42.5*
Camping fees	\$10	**
Meals and refreshments	\$15	\$10
Groceries for the trip	\$8	**
Regular household grocery shopping	\$30	\$50
Vehicle gas, oil, maintenance	\$12.5	\$10
Car rental	\$7	\$2
Commercial transport	\$15	**
Recreation/entertainment	\$15	\$8
Retail purchases	\$25	\$40
Conference registration fees	\$6	**
Overnight travel package	\$109.5	**
Other purchases	\$15	\$30
<b>Total Expenditures/Person</b>	<b>\$40</b>	<b>\$80</b>

<sup>1</sup> Medians have been used instead of means for analysis of per diem expenditures. The reader is cautioned that the median cannot be used to derive total expenditures.

Note: Values include only those cases where expenditures in the category were made (i.e. those who reported 0 have been excluded).

\* Interpret with caution due to small sample size.

\*\* Data cannot be released due to small sample size.



# Modes of Transportation and Distance Travelled

## Modes of Transportation

The shopping segment was very similar to all Albertan travellers in the type of transportation used. These people used private motor vehicles more than any other type of transportation (see Exhibit 7).

**Exhibit 7: Modes of Transportation Used**

Modes of Transportation Used	All Trips	All Shopping Trips
Private Vehicle	92%	96%
Motorhome/Other		
Motor Vehicle	5%	3%*
Airplane	2%	**
Scheduled bus	2%	**
Other	2%	**
<b>Household Trips</b>	<b>23,468,100</b>	<b>3,002,600</b>

Modes of Transportation Used	Grocery Shopping Trips	Retail Shopping Trips
Private Vehicle	99%	96%
Motorhome/Other		
Motor Vehicle	**	4%*
Other	**	**
<b>Household Trips</b>	<b>789,900</b>	<b>2,212,700</b>

## Distance Travelled

Shopping trips were less likely than all trips to involve travel over long distances. For two-thirds (67%) of all trips by Albertans, the main destination of the trip was more than 80 km (one way) from their home, compared to 48% of all shopping trips.

Exhibit 8 outlines the proportions showing the distances travelled on all trips, all shopping trips and by each shopping sub-segment.

- Retail shopping trips were more likely to be to a destination more than 80 km away from home than were grocery shopping trips (52% versus 38%).
- 62% of grocery shopping trips were to main destinations which were less than 80 km from the point of origin.

**Exhibit 8: Distance Travelled**

Distance Travelled	All Trips	All Shopping Trips
less than 80 km	33%	51%
more than 80 km	67%	48%
<b>Person Trips</b>	<b>41,040,100</b>	<b>5,801,200</b>

Distance Travelled	Grocery Shopping Trips	Retail Shopping Trips
less than 80 km	62%	47%
more than 80 km	38%	52%
<b>Person Trips</b>	<b>1,555,100</b>	<b>4,246,100</b>

\* Interpret with caution due to small sample size.

\*\* Data cannot be released due to small sample size.

# Length of Stay and Accommodation Used

## Length of Stay

Two-thirds (68%) of all trips by Albertans were same day trips. A much higher proportion of shopping trips taken by Albertans were same day trips (95%). The average length of all overnight shopping trips was 1.7 nights. No shopping trips included a stay of more than five nights away from home.

- Virtually all (99%) of the grocery shopping trips were same day trips.
- Although the majority (93%) of retail shopping trips were same day trips, an opportunity exists to draw travellers into more traditional tourism activities such as sightseeing. Six per cent of retail shopping trips are of either one or two nights duration.

**Exhibit 9: Length of Trip**

Length of Trip	All Trips	All Shopping Trips
0 nights	68%	95%
1-2 nights	21%	5%
3-5 nights	8%	**
6+ nights	3%	**
<b>Person trips</b>	<b>41,040,100</b>	<b>5,801,200</b>

	All Grocery Shopping	All Retail Shopping
Length of Trip	Trips	Trips
0 nights	99%	93%
1-2 nights	**	6%
3-5 nights	**	**
6+ nights	**	**
<b>Person trips</b>	<b>1,555,100</b>	<b>4,246,100</b>

## Accommodation Used

Exhibit 10 focuses on the five per cent of shopping trips where at least one night was spent away from home. Albertans on shopping trips spent a total of 506,700 nights away from home and in Alberta. As shown in Exhibit 10, these nights were spent primarily with friends or relatives (60%) or in hotels/motels (37%).

- Albertans on retail shopping trips spent 488,500 nights away from home. Fifty-nine per cent of these nights were spent with friends or relatives and 38% were spent in hotels/motels.
- Compared to all Albertans on overnight trips, retail travellers spent a higher proportion of their nights in hotels/motels (38% versus 22%).
- The number of overnight trips for grocery shopping was based on a sample size which was too small to provide any reportable accommodation information. As mentioned earlier, 99% of the grocery shopping trips taken by Albertans were same day trips.

**Exhibit 10: Accommodation Used**

Accommodation Type Used	All Trips	All Shopping Trips
Home of friend/relative	50%	60%
Hotel/motel	22%	37%
Camping	18%	**
Other fixed roof	8%	**
<b>Person Nights</b>	<b>30,494,400</b>	<b>506,700</b>

Accommodation Type Used	Grocery Shopping All Trips	Retail Shopping Trips
Home of friend/relative	**	59%
Hotel/motel	**	38%
Camping	**	**
Other fixed roof	**	**
<b>Person Nights</b>	<b>**</b>	<b>488,500</b>

<sup>1</sup> Other fixed roof includes commercial cottage/ cabins, Bed and Breakfast, youth hostels, and respondent's vacation home.

\*\* Data cannot be released due to small sample size.



# Activities Participated In While in Alberta

Shopping trips focused on the primary activity, shopping. However, Albertans did participate in other activities during these trips (see Exhibit 11).

## All Trips and All Shopping Trips

Albertans on all trips were more likely than Albertans on shopping trips to visit friends and relatives, rest and relax, take pictures or films and go sightseeing in the countryside while travelling.

Albertans on shopping trips were more likely than Albertans on all trips to dine out while on their trip, go shopping, run personal errands and visit West Edmonton Mall.

## Grocery Shopping and Retail Shopping Trips

On grocery shopping trips (which are predominantly same day trips), non-shopping activities included visiting friends/relatives (60%) dining out (45%) and personal errands (53%).

Visiting friends/relatives (48%) and dining out (67%) were major activities on retail shopping trips, followed by personal errands (31%), visiting West Edmonton Mall (19%), resting and relaxing (20%).

## Information Sources Used to Plan the Trip

Shopping travellers were not users of traditional tourism promotion/promotional material (see Table 2 in the statistical tables). Previous visitation accounted for 39% of the identified information sources. It should be noted that more than one information source could be reported.

- For more than one-third (35%) of all shopping trips, no sources of information were used to plan the trip.

**Exhibit 11: Activities Participated in While in Alberta<sup>1</sup>**

Activity	All Alberta Trips	All Shopping Trips
Visit friends/relatives	61%	52%
Dining out	45%	60%
Rest and relax	45%	18%*
Shopping	39%	75%
Take pictures or films	30%	13%*
Sightsee in countryside	28%	13%*
Personal errands	22%	37%
Sightsee in city	15%	11%*
Visit WEM	9%	17%*
Attend sports events	8%	7%*
<b>Person Trips</b>	<b>41,090,100</b>	<b>5,064,500</b>

Activity	Grocery Shopping Trips	Retail Shopping Trips
Visit friends/ relatives	60%*	48%
Dining out	45%*	67%
Rest and relax	**	20%*
Shopping	73%*	76%
Take pictures or films	**	14%*
Sightsee in countryside	**	14%*
Personal errands	53%*	31%*
Sightsee in city	**	14%*
Visit WEM	**	19%*
Attending sports events	**	9%*
<b>Person Trips</b>	<b>1,503,400</b>	<b>3,561,000</b>

<sup>1</sup> Estimates of levels of activity participation and sources of information used were collected from the mailback questionnaire, not from the telephone survey. The mailback survey was weighted separately from the telephone survey, resulting in person trip estimates that differ from those found elsewhere in the report.

\* Interpret with caution due to small sample size.

\*\* Data cannot be released due to small sample size.

# Zone of Origin of Shopping Trips

## Shopping Traveller Origins

The survey identified the tourism zone of origin for Albertans on all trips. The trips for which information was collected had to include at least one night's stay away from home, or (if it was a day trip) have an origin-to-destination travel distance of 40 km or more.

Based on this definition, many shopping trips taken by residents of Calgary and Edmonton were not included in the database (because the trips would have been same day trips of less than 40 km) .

The largest proportions of shopping trips originated in Battle River (18%), Chinook Country (15%), Lakeland (12%) David Thompson Country (11%) and Land of the Midnight Twilight (11%).

- Larger proportions of all shopping trips than of all trips were taken by residents of three tourism zones. Fifteen per cent of shopping trips and 10% of all trips were taken by Chinook Country residents, 18% of shopping trips and 10% of all trips were taken by Battle River residents, and 12% of shopping trips and 7% of all trips were taken by Lakeland residents.
- Calgary and District residents took 22% of all trips, but only five per cent of all shopping trips.
- Edmontonians went on 18% of all trips, but only took 2%\* of shopping trips.

This section of the report will analyze the origin patterns of shopping trips by tourism zone and (where possible) by city.

**Exhibit 12: Proportion of Shopping Trips Originating in Each Tourism Zone**

Zone of Origin	All Trips	All Shopping Trips
Chinook Country	10%	15%
Gateway	3%	5%
Big Country	3%	4%
David Thompson Country	10%	11%
Battle River	10%	18%
Lakeland	7%	12%
Evergreen	5%	9%
Land of the Mighty Peace	3%	4%
Jasper National Park	**	**
Calgary & District	22%	5%
Edmonton	18%	2%*
Banff National Park	1%	**
Game Country	3%	3%*
Land of the Midnight		
Twilight	7%	11%
Person Trips	41,040,100	5,801,200

\* Interpret with caution due to small sample size.  
\*\* Data cannot be released due to small sample size.



# Zone of Origin of Shopping Trips

## Zone 1: Chinook Country

Residents of Chinook Country took 3,989,400 trips or 10% of all in-Alberta trips. Almost one-quarter (867,700 or 22%) of these trips were shopping trips. This proportion was significantly higher than the proportion for the province as a whole (14%). The mix of retail and grocery shopping trips was very similar to that for all shopping trips by Albertans.

- Fifteen per cent of all shopping trips by Albertans originated in this tourism zone.
- Chinook Country residents took the second highest proportion of all grocery shopping trips by Albertans (15%). Lakeland residents had the highest proportion, with 16%.

## Zone 2: Gateway

This zone generated 1,230,300 trips or three per cent of all resident travel in the province. Shopping trips totalled 268,800 trips (22% of all travel from the zone). Retail shopping trips accounted for 68%\* of all shopping trips by Gateway residents.

## Exhibit 13: Zone of Origin - Chinook Country (Zone 1)

<b>Total Person Trips by Albertans</b>	41,040,100
Total Number of Trips from Zone	3,989,400
as % of Total Alberta Trips	10%
<b>Total Shopping Trips by Albertans</b>	5,801,200
Number of Shopping Trips from Zone	867,700
as % of Total Trips from Zone	22%
as % of Total Alberta Shopping Trips	15%
% of Shopping Trips from Zone - Retail	73%
% of Shopping Trips from Zone - Grocery	27%
% of all Shopping Trips from Zone	
that were Day Trips	98%
% of all Grocery Shopping Trips from Zone	
that were Day Trips	100%
% of all Retail Shopping Trips from Zone	
that were Day Trips	97%

## Exhibit 14: Zone of Origin - Gateway (Zone 2)

<b>Total Person Trips by Albertans</b>	41,040,100
Total Number of Trips from Zone	1,230,300
as % of Total Alberta Trips	3%
<b>Total Shopping Trips by Albertans</b>	5,801,200
Number of Shopping Trips from Zone	268,800
as % of Total Trips from Zone	22%
as % of Total Shopping Trips	5%
% of Shopping Trips from Zone - Retail	68%*
% of Shopping Trips from Zone - Grocery	32%*
% of all Shopping Trips from Zone	
that were Day Trips	94%
% of all Grocery Shopping Trips from Zone	
that were Day Trips	96%*
% of all Retail Shopping Trips from Zone	
that were Day Trips	94%*

\* Interpret with caution due to small sample size.

# Zone of Origin of Shopping Trips

## Zone 3: Big Country

Residents of Big Country took 1,094,400 trips or three per cent of all in-province travel. Shopping trips accounted for 22% of this travel or 242,900 trips.

- Grocery shopping trips made up 44% of all shopping travel by Big Country residents. This proportion is much higher than for any other tourism zone. The provincial proportion (grocery trips/total shopping trips) is 27%.

## Exhibit 15: Zone of Origin - Big Country (Zone 3)

<b>Total Person Trips by Albertans</b>	41,040,100
Total Number of Trips from Zone	1,094,400
as % of Total Alberta Trips	3%
<b>Total Shopping Trips by Albertans</b>	5,801,200
Number of Shopping Trips from Zone	242,900
as % of Total Trips from Zone	22%
as % of Total Alberta Shopping Trips	4%
% of Shopping Trips from Zone - Retail	56%
% of Shopping Trips from Zone - Grocery	44%
% of all Shopping Trips from Zone that were Day Trips	97%
% of all Grocery Shopping Trips from Zone that were Day Trips	100%
% of all Retail Shopping Trips from Zone that were Day Trips	95%

## Zone 4: David Thompson Country

David Thompson Country generated 3,890,400 trips or ten per cent of all resident travel in the province. Shopping was the purpose for 659,100 trips or 17% of the travel by residents of the zone. Retail shopping comprised 76% of the shopping trips.

- Zone 4 residents took 11% of all in-province shopping trips by Albertans. This is the third largest proportion of shopping trips, behind Battle River (18%) and Chinook Country (15%).

## Exhibit 16: Zone of Origin - David Thompson Country (Zone 4)

<b>Total Person Trips by Albertans</b>	41,040,100
Total Number of Trips from Zone	3,890,400
as % of Total Alberta Trips	10%
<b>Total Shopping Trips by Albertans</b>	5,801,200
Number of Shopping Trips from Zone	659,100
as % of Total Trips from Zone	17%
as % of Total Alberta Shopping Trips	11%
% of Shopping Trips from Zone - Retail	76%
% of Shopping Trips from Zone - Grocery	24%
% of all Shopping Trips from Zone that were Day Trips	96%
% of all Grocery Shopping Trips from Zone that were Day Trips	100%
% of all Retail Shopping Trips from Zone that were Day Trips	95%

\* Interpret with caution due to small sample size.

# Zone of Origin of Shopping Trips

## Zone 5: Battle River

Residents of Battle River took 4,180,100 trips (ten per cent of all travel by Albertans in the province). One-quarter (1,056,800 trips or 25%) of the travel by zone residents was for shopping purposes. The majority of the shopping trips (82%) were for retail shopping.

- Battle River residents had the highest proportion of all shopping trips (18% of all shopping trips in Alberta).

## Exhibit 17: Zone of Origin - Battle River (Zone 5)

<b>Total Person Trips by Albertans</b>	41,040,100
Total Number of Trips from Zone	4,180,100
as % of Total Alberta Trips	10%
<b>Total Shopping Trips by Albertans</b>	5,801,200
Number of Shopping Trips from Zone	1,056,800
as % of Total Trips from Zone	25%
as % of Total Alberta Shopping Trips	18%
% of Shopping Trips from Zone - Retail	82%
% of Shopping Trips from Zone - Grocery	18%*
% of all Shopping Trips from Zone that were Day Trips	98%
% of all Grocery Shopping Trips from Zone that were Day Trips	100%*
% of all Retail Shopping Trips from Zone that were Day Trips	98%

## Zone 6: Lakeland

Lakeland residents took 691,300 shopping trips in 1991. This represents 24% of all zone resident travel and 12% of in-province shopping trips. Retail shopping accounted for 65% of the trips.

- Nine per cent\* of the shopping trips by Lakeland residents included an overnight stay away from home.
- Lakeland residents went on the highest proportion of all grocery shopping trips (16%).

## Exhibit 18: Zone of Origin - Lakeland (Zone 6)

<b>Total Person Trips by Albertans</b>	41,040,100
Total Number of Trips from Zone	2,851,200
as % of Total Alberta Trips	7%
<b>Total Shopping Trips by Albertans</b>	5,801,200
Number of Shopping Trips from Zone	691,300
as % of Total Trips from Zone	24%
as % of Total Alberta Shopping Trips	12%
% of Shopping Trips from Zone - Retail	65%
% of Shopping Trips from Zone - Grocery	35%
% of all Shopping Trips from Zone that were Day Trips	91%
% of all Grocery Shopping Trips from Zone that were Day Trips	98%
% of all Retail Shopping Trips from Zone that were Day Trips	87%

\* Interpret with caution due to small sample size.



# Zone of Origin of Shopping Trips

## Zone 7: Evergreen

Travel by Evergreen residents totalled 1,992,100 trips in 1991, or five per cent of all travel by Albertans. Shopping trips accounted for 26% of this travel, or 521,000 person trips. The majority of the shopping trips (71%) were for retail shopping.

## Zone 8: Land of the Mighty Peace

Residents of this tourism zone took a total of 1,046,300 trips, or three per cent of all in-province travel. Shopping trips accounted for 227,100 trips, or 22% of all travel originating in the zone. These shopping trips represent four per cent of all shopping trips taken by Albertans.

- More than one-third (36%\*) of the shopping trips taken were for regular grocery shopping.

## Exhibit 19: Zone of Origin - Evergreen (Zone 7)

<b>Total Person Trips by Albertans</b>	41,040,100
Total Number of Trips from Zone	1,992,100
as % of Total Alberta Trips	5%
<b>Total Shopping Trips by Albertans</b>	5,801,200
Number of Shopping Trips from Zone	521,000
as % of Total Trips from Zone	26%
as % of Total Alberta Shopping Trips	9%
% of Shopping Trips from Zone - Retail	71%
% of Shopping Trips from Zone - Grocery	29%*
% of all Shopping Trips from Zone that were Day trips	94%
% of all Grocery Shopping Trips from Zone that were Day Trips	99%*
% of all Retail Shopping Trips from Zone that were Day Trips	92%

## Exhibit 18: Zone of Origin - Land of the Mighty Peace (Zone 8)

<b>Total Person Trips by Albertans</b>	41,040,100
Total Number of Trips from Zone	1,046,300
as % of Total Alberta Trips	3%
<b>Total Shopping Trips by Albertans</b>	5,801,200
Number of Shopping Trips from Zone	227,100
as % of Total Trips from Zone	22%
as % of Total Alberta Shopping Trips	4%
% of Shopping Trips from Zone - Retail	64%
% of Shopping Trips from Zone - Grocery	36%
% of all Shopping Trips from Zone that were Day Trips	90%
% of all Grocery Shopping Trips from Zone that were Day Trips	99%
% of all Retail Shopping Trips from Zone that were Day Trips	85%

\* Interpret with caution due to small sample size.

# Zone of Origin of Shopping Trips

## Zones 9 and 12: Jasper and Banff National Parks

Albertans living in Jasper and Banff National Parks went on a total of 290,500 trips. Thirty per cent\* (87,800 trips\*) were for shopping purposes. Part of the reason for the smaller number of trips is the small population base in the National Parks. Most (93%\*) of the shopping trips taken by residents of these two tourism zones were same day trips.

## Exhibit 21: Zone of Origin – Jasper and Banff National Parks (Zones 9 and 12)

<b>Total Person Trips by Albertans</b>	41,040,100
Total Number of Trips from Zone	290,500
as % of Total Alberta Trips	1%
<b>Total Shopping Trips by Albertans</b>	5,801,200
Number of Shopping Trips from Zone	87,800*
as % of Total Trips from Zone	30%
as % of Total Alberta Shopping Trips	2%
% of Shopping Trips from Zone - Retail	**
% of Shopping Trips from Zone - Grocery	**
% of all Shopping Trips from Zone that were Day trips	93%
% of all Grocery Shopping Trips from Zone that were Day Trips	**
% of all Retail Shopping Trips from Zone that were Day Trips	**

## Zone 10: Calgary and District

This tourism zone includes the City of Calgary and extends westward to the boundary of Banff National Park.

- Calgary and District residents were responsible for 8,852,200 trips (22% of all Alberta resident travel). Shopping represented 280,100 trips or three per cent of all travel originating in this tourism zone. This proportion is much lower than the provincial proportion of 14% (see note on page 17). The majority of shopping trips which originated in Zone 10 (87%) were for retail shopping. Nineteen per cent of the shopping trips by residents of the zone included an overnight stay away from home, compared to the seven per cent of all shopping trips by Albertans.
- Residents of the City of Calgary took 100,300\* shopping trips. These trips comprised 36%\* of all shopping trips by zone residents.

## Exhibit 22: Zone of Origin - Calgary and District (Zone 10)

<b>Total Person Trips by Albertans</b>	41,040,100
Total Number of Trips from Zone	8,852,200
as % of Total Alberta Trips	22%
<b>Total Shopping Trips by Albertans</b>	5,801,200
Number of Shopping Trips from Zone	280,100
as % of Total Trips from Zone	3%
as % of Total Alberta Shopping Trips	5%
% of Shopping Trips from Zone - Retail	87%
% of Shopping Trips from Zone - Grocery	13%
% of all Shopping Trips from Zone that were Day Trips	81%
% of all Grocery Shopping Trips from Zone that were Day Trips	100%
% of all Retail Shopping Trips from Zone that were Day Trips	77%

\* Interpret with caution due to small sample size.

\*\* Data cannot be released due to small sample size.

# Zone of Origin of Shopping Trips

## Zone 11: Edmonton

Although Edmonton residents were responsible for 18% of all travel in the province, shopping trips represented only 90,500\* person trips or one per cent\* of all travel by zone residents.

**Note:** part of the reason that the proportion of shopping trips by residents of Edmonton and Calgary and District is so small is due to the minimum travel distance requirement (40 km or more) for same day trips. Many same day shopping trips by residents of larger centres would be trips of less than 40 km (one way); these trips were not included in the database.

## Zone 13: Game Country

Game Country residents accounted for 1,194,600 trips, or three per cent of all in-province travel. Shopping trips made up fifteen per cent\* of these trips, or 182,100\* trips.

- Shopping trips by residents of Game Country represented three per cent\* of all Albertans' shopping travel.

## Exhibit 23: Zone of Origin - Edmonton (Zone 11)

<b>Total Person Trips by Albertans</b>	41,040,100
Total Number of Trips from Zone	7,403,300
as % of Total Alberta Trips	18%
<b>Total Shopping Trips by Albertans</b>	5,801,200
Number of Shopping Trips from Zone	90,500*
as % of Total Trips from Zone	1%
as % of Total Alberta Shopping Trips	2%
% of Shopping Trips from Zone - Retail	74%*
% of Shopping Trips from Zone - Grocery	**
% of all Shopping Trips from Zone that were Day trips	99%*
% of all Grocery Shopping Trips from Zone that were Day Trips	**
% of all Retail Shopping Trips from Zone that were Day Trips	99%*

## Exhibit 42: Zone of Origin - Game Country (Zone 13)

<b>Total Person Trips by Albertans</b>	41,040,100
Total Number of Trips from Zone	1,194,600
as % of Total Alberta Trips	3%
<b>Total Shopping Trips by Albertans</b>	5,801,200
Number of Shopping Trips from Zone	182,100*
as % of Total Trips from Zone	15%
as % of Total Alberta Shopping Trips	3%
% of Shopping Trips from Zone - Retail	72%
% of Shopping Trips from Zone - Grocery	**
% of all Shopping Trips from Zone that were Day Trips	91%
% of all Grocery Shopping Trips from Zone that were Day Trips	**
% of all Retail Shopping Trips from Zone that were Day Trips	89%*

\* Interpret with caution due to small sample size.

\*\* Data cannot be released due to small sample size.



# Zone of Origin of Shopping Trips

## Zone 14: Land of the Midnight Twilight

Albertans living in this tourism zone were active travellers, taking 3,025,900 trips (seven per cent of all resident travel in Alberta). One-fifth of these trips (626,000 or 21%) were for shopping purposes. This proportion is much higher than the provincial total of 14%. Proximity to a large urban centre may be partly responsible for the high proportion of shopping trips.

- Midnight Twilight residents accounted for 11% of all shopping trips taken by Albertans.

## Exhibit 25: Zone of Origin - Land of the Midnight Twilight (Zone 14)

<b>Total Person Trips by Albertans</b>	41,040,100
Total Number of Trips from Zone	3,025,900
as % of Total Alberta Trips	7%
<b>Total Shopping Trips by Albertans</b>	5,801,200
Number of Shopping Trips from Zone	626,000
as % of Total Trips from Zone	21%
as % of Total Alberta Shopping Trips	11%
% of Shopping Trips from Zone - Retail	74%*
% of Shopping Trips from Zone - Grocery	26%*
% of all Shopping Trips from Zone that were Day trips	94%*
% of all Grocery Shopping Trips from Zone that were Day Trips	98%*
% of all Retail Shopping Trips from Zone that were Day Trips	93%

\* Interpret with caution due to small sample size.

# Zones Visited on Shopping Trips

In order to be included in the database, a trip had to include an overnight stay away from home or (if it was a day trip) have an origin-to-destination travel distance of at least 40 km. A tourism zone was visited if a traveller had a location in the zone as the main destination of their trip, or they spent at least one night in the zone.

## All Trips and All Shopping Trips

The four tourism zones most often visited by Albertans on all trips were: Calgary and District (18%), Edmonton (16%), David Thompson Country (11%) and Battle River (10%).

The tourism zones most often visited on shopping trips were: Edmonton (34%), Calgary and District (19%) and Chinook Country (9%).

## Grocery and Retail Shopping Trips

Grocery shopping trips totalled 1.55 million person trips, or four per cent of all travel by Albertans. Edmonton (21%), Calgary and District (19%) and Lakeland (14%) were the zones most often visited on these trips.

In addition, Albertans went on 4.25 million retail shopping trips. Edmonton and Calgary and District attracted the largest proportions of these trips (38% and 19%, respectively). This is probably partially due to the fact that these zones include large urban centres and have a large variety of retail outlets.

- 95%-98% of the shopping trips to many zones were same day trips. The exception to this was Edmonton; eleven per cent of shopping trips which included a visit to Edmonton were trips where one or more nights were spent away from home.

**Exhibit 26: Proportion of Trips Visiting Each Tourism Zone**

Zone(s) Visited <sup>1</sup>	All Trips	All Shopping Trips
Chinook Country	10%	9%
Gateway	3%	4%
Big Country	3%	**
David Thompson	11%	8%
Battle River	10%	6%
Lakeland	7%	8%
Evergreen	5%	2%*
Land of the Mighty Peace	2%	3%
Jasper National Park	2%	**
Calgary & District	18%	19%
Edmonton	16%	34%
Banff National Park	6%	**
Game Country	4%	4%
Land of the Midnight Twilight	6%	4%
<b>Person Trips</b>	<b>41,040,100</b>	<b>5,801,200</b>

Zone(s) Visited <sup>1</sup>	Grocery Shopping Trips	Retail Shopping Trips
Chinook Country	6%*	9%
Gateway	7%*	3%*
Big Country	**	**
David Thompson	7%*	8%
Battle River	4%*	7%
Lakeland	14%	5%
Evergreen	**	**
Land of the Mighty Peace	7%*	2%*
Jasper National Park	**	**
Calgary & District	19%	19%
Edmonton	21%	38%
Banff National Park	**	**
Game Country	4%*	4%*
Land of the Midnight Twilight	6%*	4%*
<b>Person Trips</b>	<b>1,555,100</b>	<b>4,246,100</b>

<sup>1</sup> A zone was visited if a traveller had a location in the zone as the main destination of their trip, or they spent at least one night in the zone.

\* Interpret with caution due to small sample size.

\*\* Data cannot be released due to small sample size.

# Zones Visited on Shopping Trips

## Zone 1: Chinook Country

Albertans went on a total of 3,898,000 trips to Chinook Country. Shopping accounted for 13% of this travel, or 491,100 trips to the zone. Eighty per cent of the shopping trips were for retail shopping.

- Albertans who visited Chinook Country on shopping trips spent an estimated \$42.8 million in the tourism zone.

## Lethbridge

Lethbridge is the major destination for shopping trips to/in Chinook Country. Albertans took 386,100 shopping trips to Lethbridge, which represents 30% of all travel to that city. Retail shopping accounted for 83% of all shopping trips to the centre.

- Expenditures in Lethbridge by Albertans on shopping trips totalled an estimated \$27.7 million.

## Zone 2: Gateway

Albertans made a total of 1,180,200 trips to Gateway. Nineteen per cent of these trips (222,800) were for shopping. The shopping trips were evenly split between grocery shopping and retail shopping (49%\* and 51%\*, respectively).

- Albertans on shopping trips spent an estimated \$24.1 million in Gateway Tourism Zone.

## Exhibit 27: Zone Visited - Chinook Country (Zone 1)

<b>Total Trips</b>	
Total Person Trips to the Zone	3,898,000
<b>Shopping Trips</b>	
Total Shopping Trips to the Zone	491,100
as % of Total Trips to the Zone	13%
as % of Total Alberta Shopping Trips	9%
Expenditures in Zone on Shopping Trips	\$42.8 M
% of Shopping Trips to Zone - Retail	80%
% of Shopping Trips to Zone - Grocery	20%*

## Exhibit 28: Zone Visited - Gateway (Zone 2)

<b>Total Trips</b>	
Total Person Trips to the Zone	1,180,200
<b>Shopping Trips</b>	
Total Shopping Trips to the Zone	222,800
as % of Total Trips to the Zone	19%
as % of Total Alberta Shopping Trips	4%
Expenditures in Zone on Shopping Trips	\$24.1 M
% of Shopping Trips to Zone - Retail	51%*
% of Shopping Trips to Zone - Grocery	49%*

\* Interpret with caution due to small sample size.

M= millions of dollars



# Zones Visited on Shopping Trips

## Zone 3: Big Country

Residents of the province did not take a significant number of shopping trips to Big Country. The number of cases for which data is available is not large enough to provide reliable information.

## Zone 4: David Thompson Country

Albertans took 4,648,000 trips to David Thompson Country. Shopping trips comprised nine per cent of the trips (437,100 trips to/in the zone). Three quarters (76%) of the shopping trips were for retail shopping.

- Albertans on shopping trips spent an estimated \$77.0 million in David Thompson Country.

## Red Deer

Red Deer is the major centre in David Thompson Country. Albertans took 312,600 shopping trips to Red Deer. These trips represent 72% of all shopping visits to the zone and 19% of all travel to the city.

- Expenditures in Red Deer by Albertans on shopping trips totalled an estimated \$46.6 million.

Exhibit 29: Zone Visited - David Thompson Country (Zone 4)

<b>Total Trips</b>	
Total Person Trips to the Zone	4,648,000
<b>Shopping Trips</b>	
Total Shopping Trips to the Zone	437,100
as % of Total Trips to the Zone	9%
as % of Total Alberta Shopping Trips	8%
Expenditures in Zone on Shopping Trips	\$77.0 M
% of Shopping Trips to Zone - Retail	76%
% of Shopping Trips to Zone - Grocery	24%*

\* Interpret with caution due to small sample size.  
M = millions of dollars

# Zones Visited on Shopping Trips

## Zone 5: Battle River

Albertans went on 4,095,400 trips to Battle River. Nine per cent of these (350,400 trips) were shopping trips. The majority of the shopping trips (82%) were for retail shopping.

- Albertans who visited Battle River on shopping trips spent an estimated \$19.0 million\* in the zone.

## Exhibit 30: Zone Visited - Battle River (Zone 5)

<b>Total Trips</b>	
Total Person Trips to the Zone	4,095,400
<b>Shopping Trips</b>	
Total Shopping Trips to the Zone	350,400
as % of Total Trips to the Zone	9%
as % of Total Alberta Shopping Trips	6%
Expenditures in Zone on Shopping Trips	\$19.0 M*
% of Shopping Trips to Zone - Retail	82%
% of Shopping Trips to Zone - Grocery	18%*

## Zone 6: Lakeland

Residents of the province made 2,855,200 trips to Lakeland Tourism Zone. Shopping accounted for 15% of these trips, or 434,700 trips. Shopping trips were equally divided between grocery shopping (49%\*) and retail shopping (51%\*).

- Expenditures in Lakeland by Albertans on shopping trips totalled an estimated \$31.7 million.

## Exhibit 31: Zone Visited - Lakeland (Zone 6)

<b>Total Trips</b>	
Total Person Trips to the Zone	2,855,200
<b>Shopping Trips</b>	
Total Shopping Trips to the Zone	434,700
as % of Total Trips to the Zone	15%
as % of Total Alberta Shopping Trips	8%
Expenditures in Zone on Shopping Trips	\$31.7 M
% of Shopping Trips to Zone - Retail	51%*
% of Shopping Trips to Zone - Grocery	49%*

\* Interpret with caution due to small sample size.  
M = millions of dollars

# Zones Visited on Shopping Trips

## Zone 7: Evergreen

Albertans made 1,983,300 trips to Evergreen Tourism Zone. Shopping trips accounted for six per cent\* of all travel (120,100\* trips) to the zone.

- Albertans who visited Evergreen on shopping trips spent an estimated \$15.2 million\* in the tourism zone.

## Zone 8: Land of the Mighty Peace

Albertans went on 842,700 trips to Zone 8. Shopping trips accounted for 24% of the visitation to the zone (198,000 trips). Shopping trips were evenly divided between those for retail shopping and those for grocery shopping (48%\* and 52%\*, respectively).

- Albertans who visited Zone 8 on shopping trips spent an estimated \$16.6 million in that tourism zone.

## Exhibit 32: Zone Visited - Evergreen (Zone 7)

<b>Total Trips</b>	
Total Person Trips to Zone	1,983,300
<b>Shopping Trips</b>	
Total Shopping Trips to the Zone	120,100*
as % of Total Trips to the Zone	6%*
as % of Total Alberta Shopping Trips	2%*
Expenditures in Zone on Shopping Trips	\$15.2 M*
% of Shopping Trips to Zone - Retail	**
% of Shopping Trips to Zone - Grocery	***

## Exhibit 33: Zone Visited - Land of the Mighty Peace (Zone 8)

<b>Total Trips</b>	
Total Person Trips to the Zone	842,700
<b>Shopping Trips</b>	
Total Shopping Trips to the Zone	198,000
as % of Total Trips to the Zone	24%
as % of Total Alberta Shopping Trips	3%
Expenditures in Zone on Shopping Trips	\$16.6 M
% of Shopping Trips to Zone - Retail	48%*
% of Shopping Trips to Zone - Grocery	52%*

\* Interpret with caution due to small sample size.

\*\* Data cannot be released due to small sample size.

M = millions of dollars



# Zones Visited on Shopping Trips

## Zone 9: Jasper National Park

Jasper National Park is not a shopping destination for Albertans. The number of cases for which data is available is not large enough to provide reliable information.

## Zone 10: Calgary and District

Residents of Alberta took 7,368,900 trips to Calgary and District. This tourism zone (and the City of Calgary in particular) is a major shopping destination in the province. Virtually all of the 1,089,600 shopping trips to the zone included a visit to the City of Calgary. These trips represent 19% of all trips to the City of Calgary and also 19% of all shopping travel by Albertans.

- Retail shopping trips accounted for almost three-quarters (73%) of all shopping trips to Calgary and District.
- Albertans who visited Calgary on shopping trips spent an estimated \$162.7 million in the city.

## Zone 11: Edmonton

Albertans made a total of 6,549,100 trips to Edmonton. Shopping is a strong contributor to the economy of Edmonton, providing 1,945,900 trips or 30% of all travel to the zone. Shopping trips to Edmonton represent 34% of all shopping travel by Albertans within the province.

- The estimated expenditures in Edmonton by Albertans on shopping trips totalled \$319.5 million.
- Eleven per cent of the shopping trips which included a visit to this tourism zone were trips with at least one night spent away from home.
- Many (83%) of the 1.9 million shopping trips which included a visit to Edmonton were retail shopping trips.

## Zone 12: Banff National Park

Banff National Park is not a shopping destination for Albertans. The number of cases for which data is available is not large enough to provide reliable information.

## Exhibit 34: Zone Visited - Calgary & District (Zone 10)

<b>Total Trips</b>	
Total Person Trips to Zone	7,368,900
<b>Shopping Trips</b>	
Total Shopping Trips to Zone	1,089,600
as % of Total Trips to Zone	15%
as % of Total Alberta Shopping Trips	19%
Expenditures in Zone on Shopping Trips	\$162.7 M
% of Shopping Trips to Zone - Retail	73%
% of Shopping Trips to Zone - Grocery	27%

## Exhibit 35: Zone Visited - Edmonton (Zone 11)

<b>Total Trips</b>	
Total Person Trips to Zone	6,549,100
<b>Shopping Trips</b>	
Total shopping Trips to Zone	1,945,900
as % of Total Trips to Zone	30%
as % of Total Alberta Shopping Trips	34%
Expenditures in Zone on Shopping Trips	\$319.5 M
% of Shopping Trips to Zone - Retail	83%
% of Shopping Trips to Zone - Grocery	17%

M = millions of dollars

# Zones Visited on Shopping Trips

## Zone 13: Game Country

Game Country was visited on 1,478,300 trips by Albertans. Sixteen per cent of these trips (237,600) were by Albertans on shopping trips. Most (71%\*) of the shopping trips were for retail shopping.

- Albertans who visited Game Country on shopping trips spent an estimated \$27.6 million in the zone.

## Zone 14: Land of the Midnight Twilight

Albertans took 2,504,300 trips which included a visit to this tourism zone. Ten per cent of the trips to the zone (245,100 trips) were for shopping. More than one half (61%\*) of the shopping trips were for retail shopping.

- Expenditures in Midnight Twilight by Albertans on shopping trips amounted to an estimated \$19.9 million\*.

## Exhibit 36: Zone Visited - Game Country (Zone13)

<b>Total Trips</b>	
Total Person Trips to the Zone	1,478,300
<b>Shopping Trips</b>	
Total shopping Trips to the Zone	237,600
as % of Total Trips to the Zone	16%
as % of Total Alberta Shopping Trips	4%
Expenditures in Zone on Shopping Trips	\$27.6 M
% of Shopping Trips to Zone - Retail	71%*
% of Shopping Trips to Zone - Grocery	29%*

## Exhibit 37: Zone Visited - Land of the Midnight Twilight (Zone 14)

<b>Total Trips</b>	
Total Person Trips to the Zone	2,504,300
<b>Shopping Trips</b>	
Total Shopping Trips to the Zone	245,100
as % of Total Trips to the Zone	10%
as % of Total Alberta Shopping Trips	4%
Expenditures in Zone on Shopping Trips	\$19.9 M*
% of Shopping Trips to Zone - Retail	61%*
% of Shopping Trips to Zone - Grocery	39%*

\* Interpret with caution due to small sample size.  
M = millions of dollars

# Origin/Destination Analysis

The analysis of the shopping segment reviewed the travel patterns by Albertans whose main trip purpose was shopping. One of the elements examined was the relationship of destinations visited by zone of origin. Not surprisingly, given the time and distance profiles noted earlier, Alberta shopping travellers tend to travel close to home. The following analysis outlines the origin/destination mix in the Southern, Central, Mountain and Northern areas of the province, as well as the two major cities.

## Southern Alberta

For purposes of the analysis, Chinook Country, Gateway and Big Country have been grouped to represent the southern portion of the province, i.e. the region south and east of Calgary.

These three tourism zones draw the majority of their shopping visits from within their own zones (76%\* to 90%\*).

## Central Alberta

David Thompson Country and Battle River constitute the central portion of the province, between Calgary and Edmonton. Again, the primary market is internal to each tourism zone (74%\* for David Thompson and 90%\* for Battle River).

## Mountain Parks

Jasper National Park and Banff National Park are neither major origins of nor destinations for shopping trips.

**Exhibit 38: Origin/Destination Analysis of Shopping Travel**

Zone of Main Destination	Primary Zone(s) of Origin	% of Shopping Trips to Zone of Main Destination from Zone of Origin
Chinook Country	Chinook Country	87%
Gateway	Gateway	76%*
Big Country	Big Country	90%*
David Thompson Country	David Thompson Country	74%*
Battle River	Battle River	90%*
Lakeland	Lakeland	84%*
Evergreen	Evergreen	53%
	Jasper National Park	28%
Land of the Mighty Peace	Land of the Mighty Peace	72%
	Midnight Twilight	27%*
Calgary and District	Chinook Country	37%
	David Thompson	24%
	Calgary and District	16%*
	Big Country	13%*
Edmonton	Battle River	31%
	Evergreen	21%
	Midnight Twilight	18%
	Lakeland	16%
Game Country	Game Country	60%
	Mighty Peace	32%*
Land of the Midnight Twilight	Land of the Midnight Twilight	82%

\* Interpret with caution due to small sample size.



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# Origin/Destination Analysis

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## Northern Alberta

Northern Alberta includes Lakeland, Evergreen, Land of the Mighty Peace, Game Country and Land of the Midnight Twilight tourism zones. Internal shopping is predominant in the zones in northern Alberta, ranging from 53% in Evergreen to 84%\* in Lakeland.

## Calgary and District

Calgary and District draws its Alberta resident shopping visits from a wider area than just the non-urban area of the tourism zone. Sixteen per cent\* of Calgary and District's shopping visits come from within the zone. Of the zones which contribute shopping trips to Calgary and District, Chinook Country is the largest at 37%, followed by David Thompson at 24%. Edmonton is not a source of shopping visits for Calgary and District (see Exhibit 38).

The small proportion of in-zone shopping visits for both Edmonton and Calgary and District is due to the minimum distance travel factor for same day trips. Albertans had to travel a minimum of 40 km from origin to destination in order for their same day trips to be included in the database. Trips within the City of Calgary and Edmonton would include many same day trips with a one-way origin-to-destination travel distance of less than 40 km.

## Edmonton

Edmonton is the primary shopping destination in the province, both by volume of visits and by distribution. Four zones contribute significantly to Edmonton's shopping market: Battle River (31%), Evergreen (21%), Land of the Midnight Twilight (18%) and Lakeland (16%) (see Exhibit 38).

Regional shopping patterns prevail throughout the province with the exception of the two major cities, Calgary and Edmonton.

## Hot Markets/Hot Destinations

As discussed earlier, Calgary and Edmonton are the hot destinations for shopping trips, led by Edmonton with its 34% market share. Combined, these two cities capture 52% of the provincial shopping market. Obviously, availability of product, i.e. variety of retail shopping opportunities and critical mass (e.g. West Edmonton Mall) are the driving factors. These urban destinations also offer an opportunity to accomplish other purposes (such as medical visits, entertainment and visiting friends and relatives) as part of the shopping trip.

From a hot market perspective, the major cities do not offer much promise; the cities absorb most of their resident shopping activity. Smaller urban centres such as Red Deer, Lethbridge, Lloydminster, Grande Prairie and Medicine Hat are markets for the major cities, particularly for the retail shopping sub-segment. Rural areas and smaller communities are the hot markets (supplying 92% of the market for both mid-size and larger city destinations. Most of the shopping activity (both retail and grocery) by residents of these parts of the province requires travel to a nearby mid-sized community or a major city.

Markets are distance- and product-driven. With the exception of Edmonton and Calgary, the shopping trip focus is primarily travel in-zone or to an adjacent tourism zone.

Resort areas are neither strong markets nor hot destinations for the Alberta resident shopping market.

\* Interpret with caution due to small sample size.

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# Shopping Traveller Demographics

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Participants in the survey were asked to provide demographic data on themselves and their travel parties. They were also sent a mail back survey and asked to provide attitudinal information on various questions, including the factors which were of most importance to them when selecting a vacation destination.

- Shopping travel respondents were more likely to be female (63% versus 47% for all travellers)
- There was little difference in the age distribution of the chief wage earner between all travellers and shopping trip travellers. Sixty per cent of chief wage earners in the shopping segment were less than 45 years old (compared to 52% for all travellers).
- Shopping travellers tended to have lower household incomes than did all travellers (48% reported incomes under \$40,000 compared to 40% of all respondents).

With regard to the overall travel patterns and desires of the shopping traveller, some observations will be important to those who are involved in product development, packaging and marketing of a shopping vacation. The following results are based on the results of the mail back survey.

These indicators offer some insight into those activities, facilities and services which might be of use in attracting shopping travellers to extend their stay or increase the frequency of their visits.

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# Factors in Selecting a Vacation Destination

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The following statements were deemed either 'very important' or 'somewhat important' factors in the selection of a vacation destination, by one half or more of the Albertans who had travelled on a shopping trip. This information provides some insight into those factors considered important to this travel segment when selecting a vacation destination.

- increasing ones knowledge 93%\*
- inexpensive travel 89%\*
- inexpensive restaurants 80%\*
- budget accommodation 79%\*
- local crafts and handiwork 69%\*
- local cuisine 65%\*
- variety of short guided tours/excursions 57%\*
- local festivals 56%\*
- high quality restaurants 54%\*
- historic sites and buildings 51%\*
- museums and art galleries 49%\*

Destinations and industry members developing shopping trip oriented packages and promotions might select and highlight some of these factors in their package based on their overall importance to the segment in selecting a vacation destination. Although shopping will continue to be the prime purpose of the trip, other features might stimulate the decision to stay longer, make the trip a family mini-vacation or expand the scope of activities for a shopping trip.

*\* Interpret with caution due to small sample size.*



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# West Edmonton Mall

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Visitors to Edmonton, particularly those with shopping as a main or secondary purpose for their trip, are naturally drawn to the West Edmonton Mall (WEM). In fact, many visitors to the city visit WEM simply to see the major tourist attraction in Edmonton.

The question “Did you or anyone in your household visit West Edmonton Mall during this trip?” was asked of all respondents. WEM was visited on six per cent of all trips taken by Alberta residents (2,535,600 trips).

## **Albertans on Shopping Trips**

Of all Alberta residents who travelled on shopping trips, 18% visited WEM. This represents 1,032,500 trips. The majority of these trips (92%) were for retail shopping purposes. This means that West Edmonton Mall had a higher market share than every tourism zone in the province with the exception of Calgary and District (19%) and Edmonton (34%). Representing over one half of Edmonton’s share of the shopping market, WEM provides a strong attraction and is one of the major reasons for the excellent performance by the City in capturing this market segment.

Shopping travellers tended to spend more money per trip than did all Alberta travellers (\$80 per person versus \$40 per person on all trips). This also holds true for expenditures at WEM. The median expenditure at the Mall was \$80.00 per household for Albertans on shopping trips and \$65.00 per household for all WEM visitors. Total expenditures by Albertans at WEM were estimated at \$184.8 million.

Readers are reminded that this is an underestimate of total spending at WEM, due to the definition of a trip (one or more nights spent away from home or for a same day trip a minimum one-way travel distance of 40 km).

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# Opportunities

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What does all this mean for the Alberta travel industry?

For public transporters and resort areas, the shopping segment offers little or no potential. For rural and small community destination the market potential is very lean.

However, Edmonton and Calgary tourism industry operators are already gaining some advantage from this segment and there is opportunity for growth. The cities offer the best shopping product in the province and are supported by strong accommodation, food/beverage, entertainment, recreation and attraction infrastructure. Currently they draw traffic from greater distances than other tourism zones.

Currently the average shopping traveller is not involved in a large number of non-shopping activities on their trip and only seven per cent spend any nights away from home. As destinations, Calgary and Edmonton offer the greatest potential to influence this segment to extend their stay, increase their destination activities and increase their expenditures.

By bringing together travel promotion consortia of traditional and non-traditional partners, the cities have the potential to influence the pattern of existing visitors and increase the frequency of visitation.

The tourism industry in these destinations should be examining the opportunities for co-operative packaging, discounting and promotional programs with Chambers of Commerce, retail associations, shopping malls, individual retailers, sports, entertainment and attraction operators and recreation complexes.

Positioning of week-end or multi-day mid-week packages which include family accommodation, entertainment/attractions and shopping will have an impact on the market.

Three factors should be carefully considered in packaging this type of offering:

- discounts through package pricing and/or discount coupons. The offering should provide a price incentive to the individual or family shopping unit.
- ease of booking, either through a central service or in conjunction with accommodation reservations. The package and discounts should be easily available to the consumer.
- stability - the package and discounts should be available on a continuing basis if the industry wants to stimulate increased visitation patterns.

Target markets for consortia could be based on the origin data found in this report. It is important to remember that distance from the destination will influence the purchase decision.

Promotion length and timing are a consideration. Summer is not appropriate. However, the remaining seasons offer potential, particularly when special events and entertainment are included in the offering. It will be important to stay in the market and limit seasonal adjustments to the offering and price.

## Conclusions

The Alberta resident shopping traveller is a significant part of the resident travel market. This segment tends to be very focused in their activity pattern; travels for a shorter period of time than all Albertan travellers; and tends to travel within their region. There are, however, opportunities available to the tourism industry in the province (particularly in Calgary and Edmonton) to increase the frequency of visits from this segment and to extend their stay.

To capture a greater return from this segment, the industry will have to explore new partnerships with the retail sector and package specific, cost-saving products for the shopping traveller.

# Statistical Summary

	Total Alberta Visitor Trips	Total Shopping Trips	Grocery Shopping Trips	Retail Shopping Trips
<b>Volume of Visitor Trips</b>				
Total visitor trips	41,040,100	5,801,200	1,555,100	4,246,100
Total household trips	23,468,100	3,002,600	789,900	2,212,700
Total party trips	19,324,400	2,590,600	750,900	1,839,700
Average travel party size	2.1	2.3	2.1	2.3
Total person nights <sup>1</sup>	30,494,400	506,700	**	488,500

<b>Number of Nights Spent Away from Home<sup>2</sup></b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
None (day trip)	67.8	94.6	99.1	93.0
1-2 nights	20.7	4.7	**	6.1
3-5 nights	8.2	**	**	**
6 or more nights	3.3	**	**	**
Average number of nights away from home (excluding day trips)	3.2	2.1	**	1.7
Average number of nights in Alberta (excluding day trips)	2.4	1.7	**	1.7
<b>Total Person Trips</b>	<b>41,040,100</b>	<b>5,801,200</b>	<b>1,555,100</b>	<b>4,246,100</b>

<sup>1</sup> A person night is one person spending one night in the province.

<sup>2</sup> Columns may not sum to 100% due to rounding.

\* Interpret with caution due to small sample size.

\*\* Data cannot be released due to small sample size.



# Statistical Summary

	Total Alberta Visitor Trips	Total Shopping Trips	Grocery Shopping Trips	Retail Shopping Trips
Expenditures <sup>1</sup>	%	%	%	%
Vehicle gas/oil/repairs	17.6	7.3	6.5*	7.5
Meals/refreshments	16.8	7.6	4.5*	8.5
Retail purchases	15.0	26.8	8.5*	32.3
Regular household groceries	10.8	28.8	60.3	19.4
Accommodation (including camping)	7.6	1.0*	**	**
Recreation/entertainment	5.7	2.0*	**	2.3*
Other purchases	26.5	26.5	19.5	28.7
Median <sup>2</sup> per person per trip	\$40.00	\$80.00	\$85.00	\$76.00
<b>Total Expenditures in Alberta</b>	<b>\$3,186,740,900</b>	<b>\$762,494,000</b>	<b>\$175,474,400</b>	<b>\$587,019,600</b>
Accommodation Used in Alberta <sup>1,3</sup>	%	%	%	%
Friends/relatives	50.1	60.3	**	59.1
Hotel/motel/resort/lodge	22.4	37.0	**	38.2
Trailer/campground	17.5	**	**	**
Other/not stated	10.0	**	**	**
<b>Total Person Nights</b>	<b>30,494,400</b>	<b>506,700</b>	<b>**</b>	<b>488,500</b>

<sup>1</sup> Columns may not sum to 100% due to rounding.

<sup>2</sup> Medians have been used, instead of means, for analysis of per diem expenditures. The reader is cautioned that the median cannot be used to derive total expenditures.

<sup>3</sup> Columns may not sum to 100% as multiple responses were possible.

\* Interpret with caution due to small sample size.

\*\* Data cannot be released due to small sample size.

# Statistical Summary

	Total Alberta Visitor Trips	Total Shopping Trips	Grocery Shopping Trips	Retail Shopping Trips
<b>Mode(s) of Transportation Used on Trip<sup>1,2</sup></b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
Private vehicle	91.8	96.4	98.1	95.8
Other motor vehicle	4.3	**	**	**
Scheduled bus/coach	2.4	**	**	**
Airplane	2.2	**	**	**
Taxi/local bus	1.3	**	**	**
RV/motorhome	1.2	**	**	**
Other	0.8	**	**	**
<b>Total Household Trips</b>	<b>23,468,100</b>	<b>3,002,600</b>	<b>789,900</b>	<b>2,212,700</b>

<b>Travel Party Composition<sup>1</sup></b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
Individual	37.6	28.8	39.2	24.6
Two adults	32.1	39.2	30.9	42.5
3 or more adults - no children	6.6	4.7	**	5.6
Adult(s) with children	23.5	27.3	27.5	27.2
<b>Total Party Trips</b>	<b>19,324,400</b>	<b>2,590,600</b>	<b>750,900</b>	<b>1,839,700</b>

<sup>1</sup> Columns may not sum to 100% due to rounding.

<sup>2</sup> Columns may not sum to 100% as multiple responses were possible.

\* Interpret with caution due to small sample size.

\*\* Data cannot be released due to small sample size.

# Statistical Summary

	Total Alberta Visitor Trips	Total Shopping Trips	Grocery Shopping Trips	Retail Shopping Trips
Activities Participated in While in Alberta <sup>1,2</sup>	%	%	%	%
Visiting friends and relatives	60.7	51.7	59.5*	48.4
Dining out	45.4	60.4	45.2*	66.8
Resting and relaxing	45.3	18.1*	**	19.9*
Shopping	38.7	74.9	72.8*	75.8
Taking pictures/filming	29.9	12.7*	**	14.5*
Sightseeing in the country	28.0	12.5*	**	14.1*
Personal errands	22.4	37.4	53.1*	30.7*
Sightseeing in cities	14.7	11.1*	**	13.9*
Visiting West Edmonton Mall	8.7	16.8*	**	18.9*
Attending sports events	8.4	7.0*	**	9.2*
<b>Total Person Trips</b>	<b>41,090,100</b>	<b>5,064,500</b>	<b>1,503,400</b>	<b>3,561,000</b>

<sup>1</sup> Columns may not sum to 100% as multiple responses were possible.

<sup>2</sup> Estimates of activities were collected from the mailback questionnaire, not from the telephone survey. The mailback survey was weighted separately, resulting in person trip estimates that may differ from those found elsewhere in the report.

\* Interpret with caution due to small sample size.

\*\* Data cannot be released due to small sample size.



# Statistical Summary

	Total Alberta Visitor Trips	Total Shopping Trips	Grocery Shopping Trips	Retail Shopping Trips
<b>Sources of Information Used While Planning the Trip<sup>1,2,3</sup></b>	%	%	%	%
Previous visit	36.3	38.5	53.4*	32.1
Advice of friends and relatives	29.6	23.5*	27.8*	21.6*
Advertisements	7.8	14.1*	**	12.6*
Newspaper/magazine articles	6.3	9.1*	**	8.6*
Didn't use any sources of information	33.6	35.2	32.5*	36.4
<b>Total Person Trips</b>	<b>39,644,900</b>	<b>5,057,000</b>	<b>1,503,400</b>	<b>3,553,500</b>

<b>Month Returned Home from Trip<sup>1</sup></b>	%	%	%	%
January	10.0	7.9	12.8*	6.1
February	8.1	10.2	13.8	8.8
March	7.4	8.0	5.8*	8.8
April	6.3	7.6	11.2*	6.3
May	7.7	6.6	4.8*	7.3
June	7.8	6.2	6.3*	6.1
July	9.8	7.4	11.6*	5.8
August	9.9	6.3	6.2*	6.3
September	7.5	5.9	5.6*	6.1
October	8.0	9.0	8.6*	9.2
November	7.1	8.5	8.8*	8.4
December	10.4	16.5	4.5*	21.0
<b>Total Person Trips</b>	<b>41,040,100</b>	<b>5,801,200</b>	<b>1,555,100</b>	<b>4,246,100</b>

<sup>1</sup> Columns may not sum to 100% due to rounding.

<sup>2</sup> Columns may not sum to 100% as multiple responses were possible.

<sup>3</sup> Estimates of information sources used while planning the trip were collected from the mailback questionnaire, not from the telephone survey. The mail back survey was weighted separately, resulting in person trip estimates that may differ from those found elsewhere in the report.

\* Interpret with caution due to small sample size.

\*\* Data cannot be released due to small sample size.

# Statistical Summary

Zone of Origin	Total Alberta Trips	Chinook Country (Zone 1)	Gateway (Zone 2)	Big Country (Zone 3)	David Thompson Country (Zone 4)	Battle River (Zone 5)	Lakeland (Zone 6)	Evergreen (Zone 7)
<b>Total Trips</b>								
Total Number of Trips from Zone (000s)	41,040.1	3,989.4	1,230.3	1,094.4	3,890.4	4,180.1	2,851.2	1,992.1
as % of Total Alberta Trips	100.0%	9.7%	3.0%	2.7%	9.5%	10.2%	6.9%	4.9%
<b>Grocery Shopping Trips</b>								
Number of Grocery Shopping Trips								
from Zone (000s)	1,555.1	235.7	85.1*	105.9*	156.8*	192.6*	242.5	150.8*
as % of Total Trips from Zone	-	5.9%	5.5%*	9.7%*	4.0%*	4.6%*	8.5%	7.6%*
as % of Total Alberta Grocery Shopping Trips	100.0%	15.2%	5.5%*	6.8%*	10.1%*	12.4%*	15.6%	9.7%*
<b>Retail Shopping Trips</b>								
Number of Retail Shopping Trips								
from Zone (000s)	4,246.1	632.0	183.7*	137.0*	502.4	864.2	448.8	370.2
as % of Total Trips from Zone	-	15.8%	14.9%*	12.5%*	12.9%	20.7%	15.7%	18.6%
as % of Total Alberta Retail Shopping Trips	100.0%	14.9%	4.3%*	3.2%*	11.8%	20.4%	10.6%	8.7%
<b>Total Shopping Trips<sup>1</sup></b>								
Total Number of Shopping Trips from Zone (000s)	5,801.2	867.7	268.8	242.9	659.1	1,056.8	691.3	521.0
as % of Total Alberta Shopping Trips	100.0%	15.0%	4.6%	4.2%	11.4%	18.2%	11.9%	9.0%

<sup>1</sup> Total Shopping Trips<sup>1</sup> is equal to the sum of 'Grocery Shopping Trips' and 'Retail Shopping Trips'.

\* Interpret with caution due to small sample size.

\*\* Data cannot be released due to small sample size.

# Statistical Summary

Land of the Mighty Peace (Zone 8)	Jasper National Park (Zone 9)	Calgary and District (Zone 10)	Edmonton (Zone 11)	Banff National Park (Zone 12)	Game Country (Zone 13)	Land of the Midnight Twilight (Zone 14)	Total Alberta Trips	Zone of Origin
								<b>Total Trips</b>
1,046.3	88.1*	8,852.2	7,403.0	202.4	1,194.6	3,025.9	41,040.1	Total Number of Trips from Zone (000s)
2.5%	0.2%*	21.6%	18.0%	0.5%	2.9%	7.4%	100.0%	as % of Total Alberta Trips
								<b>Grocery Shopping Trips</b>
82.3*	**	**	**	**	**	161.7*	1,555.1	Number of Grocery Shopping Trips from Zone (000s)
7.9%*	**	**	**	**	**	5.3%*	-	as % of Total Trips from Zone
5.3%*	**	**	**	**	**	10.4%*	100.0%	as % of Total Alberta Grocery Shopping Trips
								<b>Retail Shopping Trips</b>
144.8*	**	242.5	67.4*	**	130.9*	464.4	4,246.1	Number of Retail Shopping Trips from Zone (000s)
13.8%*	**	2.7%*	0.9%*	**	11.0%*	15.3%	-	as % of Total Trips from Zone
3.4%*	**	5.7%	1.6%*	**	3.1%*	10.9%	100.0%	as % of Total Alberta Retail Shopping Trips
								<b>Total Shopping Trips<sup>1</sup></b>
227.1	**	280.1	90.5*	**	182.1*	626.0	5,801.2	Total Number of Shopping Trips from Zone (000s)
3.9%	**	4.8%	1.6%*	**	3.1%*	10.8%	100.0%	as % of Total Alberta Shopping Trips

<sup>1</sup> Total Shopping Trips<sup>1</sup> is equal to the sum of 'Grocery Shopping Trips' and 'Retail Shopping Trips'.

\* Interpret with caution due to small sample size.

\*\* Data cannot be released due to small sample size.

# Statistical Summary

Zone Visited <sup>1</sup>	Total Alberta Trips	Chinook Country (Zone 1)	Gateway (Zone 2)	Big Country (Zone 3)	David Thompson Country (Zone 4)	Battle River (Zone 5)	Lakeland (Zone 6)	Evergreen (Zone 7)
<b>Total Trips</b>								
Total Number of Trips to Zone (000s)	41,040.1	3,989.0	1,180.2	1,306.4	4,648.0	4,095.4	2,855.2	1,983.3
as % of Total Alberta Trips	100.0%	9.5%	2.9%	3.2%	11.3%	10.0%	7.0%	4.8%
<b>Grocery Shopping Trips</b>								
Number of Grocery Shopping Trips								
to Zone (000s)	1,555.1	96.8*	108.9*	**	104.1*	64.3*	211.4	**
as % of Total Trips to Zone	3.8%	2.5%*	9.2%*	**	2.2%*	1.6%*	7.4%	**
as % of Total Alberta Grocery Shopping Trips	100.0%	6.2%*	7.0%*	**	6.7%*	4.1%*	13.6%	**
<b>Retail Shopping Trips</b>								
Number of Retail Shopping Trips to Zone (000s)	4,246.1	394.3	113.9*	**	333.0	286.1	223.3	**
as % of Total Trips to Zone	10.3%	10.1%	9.7%*	**	7.2%	7.0%	7.8%	**
as % of Total Alberta Retail Shopping Trips	100.0%	9.3%	2.7%*	**	7.8%	6.7%	5.3%	**
<b>Total Shopping Trips<sup>2</sup></b>								
Total Number of Shopping Trips to Zone (000s)	5,801.2	491.1	222.8	**	437.1	350.4	434.7	120.1*
Total Shopping Trip Expenditures in Zone (\$millions)	\$762.5	\$42.8	\$24.1	**	\$77.0	\$19.0*	\$31.7	\$15.2*

<sup>1</sup> A zone was visited when a visitor indicated a specific location in that zone as their main destination in Alberta, or stayed at least one night in the zone. A visitor could visit more than one zone while on a trip.

<sup>2</sup> Total Shopping Trips<sup>2</sup> is equal to the sum of 'Grocery Shopping Trips' and 'Retail Shopping Trips'.

\* Interpret with caution due to small sample size.

\*\* Data cannot be released due to small sample size.



# Statistical Summary

Land of the Mighty Peace (Zone 8)	Jasper National Park (Zone 9)	Calgary and District (Zone 10)	Edmonton (Zone 11)	Banff National Park (Zone 12)	Game Country (Zone 13)	Land of the Midnight Twilight (Zone 14)	Total Alberta Trips	Zone Visited <sup>1</sup>
<b>Total Trips</b>								
842.7	653.1	7,368.9	6,549.1	2,604.5	1,478.3	2,504.3	41,040.1	Total Number of Trips to Zone (000s)
2.1%	1.6%	18.0%	16.0%	6.3%	3.6%	6.1%	100.0%	as % of Total Alberta Trips
<b>Grocery Shopping Trips</b>								
Number of Grocery Shopping Trips								
102.6*	**	293.7	322.3	**	69.1*	94.7*	1,555.1	to Zone (000s)
12.2%*	**	4.0%	4.9%	**	4.7%*	3.8%*	3.8%	as % of Total Trips to Zone
6.6%*	**	18.9%	20.7%	**	4.4%*	6.1%*	100.0%	as % of Total Alberta Grocery Shopping
<b>Retail Shopping Trips</b>								
95.4*	**	795.8	1,623.7	**	168.5*	150.4*	4,246.1	Number of Retail Shopping Trips to Zone (000s)
11.3%*	**	10.8%	24.8%	**	11.4%*	6.0%*	10.3%	as % of Total Trips to Zone
2.2%*	**	18.7%	38.2%	**	4.0%*	3.5%*	100.0%	as % of Total Alberta Retail Shopping Trips
<b>Total Shopping Trips<sup>2</sup></b>								
198.0	**	1,089.6	1,945.9	**	237.6	245.1	5,801.2	Total Number of Shopping Trips to Zone (000s)
\$16.6	**	\$162.7	\$319.5	**	\$27.6	\$19.9*	\$762.5	Total Shopping Trip Expenditures in Zone (\$millions)

<sup>1</sup> A zone was visited when a visitor indicated a specific location in that zone as their main destination in Alberta, or stayed at least one night in the zone. A visitor could visit more than one zone while on a trip.

<sup>2</sup> Total Shopping Trips<sup>2</sup> is equal to the sum of 'Grocery Shopping Trips' and 'Retail Shopping Trips'.

\* Interpret with caution due to small sample size.

\*\* Data cannot be released due to small sample size.

# Statistical Summary

City Visited <sup>1</sup>	City of Lethbridge (in Zone 1)	City of Medicine Hat (in Zone 2)	City of Red Deer (in Zone 4)	City of Calgary (in Zone 10)	City of Grande Prairie (in Zone 13)
Shopping Trips					
Number of Shopping Trips to City (000s)	386.1	141.7*	312.6	1,089.3	209.0
as % of Total Trips to City	30.1%	22.7%*	18.8%	18.8%	25.0%
Expenditures in City by Shopping Visitors (\$millions)	\$27.7	\$16.8*	\$46.6	\$162.7	\$24.6

<sup>1</sup> A city was visited when a visitor identified that city as the main destination of their trip, or stayed at least one night in the city.  
 \* Interpret with caution due to small sample size.

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# Appendices

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## Appendix 1

### Methodology

The 1991 Alberta Resident Travel Survey collected data on the travel patterns, behaviours and expenditures of resident Albertans travelling within Alberta and outside the province. The data was collected by both a telephone interview and a mailback questionnaire. In order to be included in the study, all respondents had to have been 16 years of age or older and contacted at their primary residence in Alberta. Data was gathered for both those respondents who had not taken a trip in the previous month (non-traveller) and those who had (traveller). A trip was included if it ended between January 1 and December 31, 1991, and was either an overnight trip (at least one night away from home), or involved a same day destination at least 40 km or 25 miles away. Trips for the purposes of commuting to and from work, school, or moving to a new residence were not included.

A total of 17,704 telephone interviews were completed, 14,112 by travellers and 3,592 by non-travellers. Many respondents had taken more than one trip, resulting in data on a total of 25,781 unique trips. Travellers who were willing to provide their addresses were sent a mailback questionnaire. A total of 5,292 self-completed mailback questionnaires were returned. In addition, respondents could have received up to two zone specific questionnaires. Respondents returned a total of 5,925 zone specific questionnaires. Further methodological information can be found in the Technical Report.

## Appendix 2

### List of Reports

#### 1991 Alberta Resident Travel Survey:

- Provincial Summary
- Vacation/Pleasure Travel
- Travel to Visit Friends and Relatives
- Travel for Shopping
- Business and Convention Travel
- Travel by Residents of Edmonton and Calgary
- Out-of-Province Travel
- Technical Report

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# Appendices

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## Appendix 3

### Terminology

This report refers to the following traveller groups, as defined below:

**Visitor Trip** - refers to one person taking one trip with a main destination in Alberta which was 40 km or more (one way) within Alberta, or a trip with at least one night spent in the province. Also referred to as a person trip. Four people travelling together would be four person trips, as would one person taking four separate trips.

**Household Trip** - a trip taken together by persons from the same household. For example, one household trip might consist of four persons from the same household.

**Party Trip** - a trip taken by all persons who were travelling together. A party trip may consist of more than one household. For example, one party trip might consist of four persons who may or may not be from the same household.

**Overnight Visitor Trip** - a trip taken by individuals who spent at least one night away from home in the province, zone or community.

**Visitor Nights** - nights spent by visitors in the province. Visitor nights were calculated as the number of visitor trips multiplied by the number of nights spent in the province (e.g. two persons staying one night in Alberta equals two visitor nights).

**Same Day Visitor Trip** - a trip taken by individuals who indicated a specific location as their main destination in Alberta without staying any nights in the province. The trip must have been a minimum of 40 km one way.

**Zone Visitors** - individuals who visited a specific zone as their main destination in Alberta, or who spent at least one night in the zone.

**Travel Party Composition** - all persons whom the respondent considered to be travelling with him or her in the same immediate group. Travel party members need not all be from the same household. Accordingly, two adult parties are not necessarily couples, and parties of adult(s) with children are not necessarily parents(s) and their offspring.

**Household Composition** - refers to the composition of the respondent's household, regardless of who she or he is travelling with. Thus household composition does not necessarily reflect the composition of the travel party itself.



# Appendices

## Appendix 4: Map of Tourism Zones









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